

## THE FAMILY OF KONG PRODUCTS

Available in pet stores worldwide

### RED KONG TOYS for typical chewers

Kong's exclusive red Ultra-Flex™ natural rubber is puncture resistant, super bouncy and chewer friendly. It is unmatched for resilience, durability and bounce. Ultra-Flex™ rubber is nontoxic, nonabrasive, nonsplintering and does not get sharp when chewed. Kong toys are enthusiastically used and recommended by veterinarians, trainers, dog professionals and satisfied customers worldwide. Kong's distinctive shape is trademarked in the USA and in many other countries.

### BLACK POWER CHEWER TOYS for large tenacious chewers

Exclusive carbon black Ultra-Flex™ formula is the world's strongest dog toy rubber! Now being used by power chewers worldwide, including: • Police K-9 Teams • Drug Enforcement and Military K-9 Teams • AKC Competition Trainers • Schutzhund Clubs and many more.

### DENTAL KONG for small and medium size dogs

Patented "chew clean" grooves perform a gentle "squeeze" action on teeth and gums when chewed. Effectively removes food debris and reduces plaque and tartar build up. Floss rope replacements are available. LARGE SIZE available in 1997.

### COOL KONG - Aquarobics® fun and exercise

Our floating retriever training toy also works great for field use. Unique throw rope makes long throws easy. Fun pool toy for people, too! ☺ For retriever training, NOT for continuous chewing.

### ZOOMGROOM - Groomers for dogs, cats, horses and critters

Unique Z-Flex™ fingers gently reach through fur to condition skin and remove loose hair like a magnet. When ZoomGroom becomes full, it can be emptied with a flick of a finger or wrist. It dramatically improves the effectiveness of regular and medicated shampoos. REMEMBER - HEALTHY SKIN IS ESSENTIAL FOR A HEALTHY COAT! Use PINK (extra soft) for short coats and sensitive skin, PURPLE (slightly firmer) for long and thick coats. Cat ZoomGroom's ultra-flexible, soft TEAL formula conforms to the feline anatomy and feels great. Cat ZoomGroom is EFFECTIVE ON ALL CATS and works great on small dogs and most furry critters!

### BIRD KONG / POWER BIRD KONG - For larger birds

Safe, healthy picking, pecking and squeezing "Jawrobreaks"™ pleasure. Self-entertaining to deter feather plucking and other cage vices. Stuff with treats! ☺

### KITTY KONG - A fun kit for cats

Kit includes a bouncy, bug-like 5 gram Kitty Kong with a yellow whisker and ear band. TWO SCRATCH-AND-WHIFF tear-resistant catnip stuffer mice deliver pure catnip nectar with every scratch! Each mouse is coated with the equivalent of a quarter pound of catnip plants. Extra mice and whiskers are available.



Small

Medium

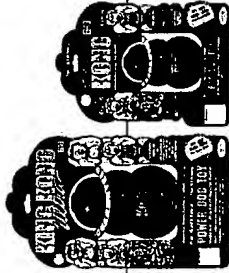
Large

Extra Large

King

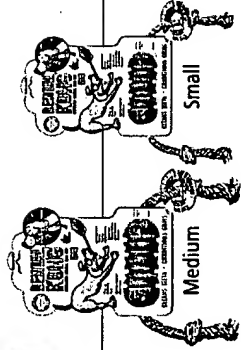
RED FORMULA IS  
SIZED FOR ALL DOGS

BLACK FORMULA IS  
FOR LARGE DOGS ONLY



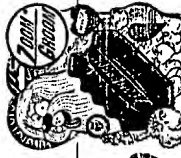
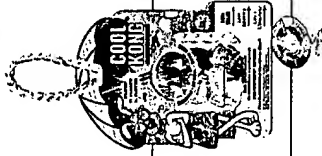
King

Large

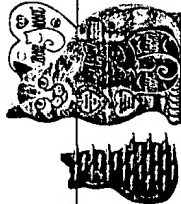


Small

Medium



Dog ZoomGroom



Cat ZoomGroom



World's  
most refined  
catnip nectar

Coming Soon In 1997...



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Internet: http://www.kongcompany.com ocmccco, 1997



### Basic Ingredients for the "Perfect" Dog

1. One clean bill of health
2. One generous portion of love
3. One full measure of time spent with the master (you)
4. A healthy diet
5. One doghouse for outside, one crate for inside
6. An abundance of regular exercise
7. A bunch of socialization
8. A bushel of training
9. A touch of grooming
10. A giant portion of "good doggies"

Today it is a rare household that can provide all of the required ingredients for the "perfect" dog. Don't despair if your dog is lacking some of these ingredients! INSIDE is another recipe for the "almost perfect" dog. CHECK IT OUT!

## RECIPE FOR THE "ALMOST PERFECT" DOG



It is reassuring to know that the ingredients for an "almost perfect" dog are available to any responsible dog owner. You can enjoy the wonderful benefits of an "almost perfect" dog. Here's the recipe:

- 1. One clean bill of health.** This vital ingredient can only be assured through regular visits to your veterinarian.
- 2. One well nourished, well exercised dog.** Feed your dog as recommended by your veterinarian, professional trainer or breeder. Exercise your dog as often as possible.
- 3. One safe, secure, comfortable environment free from abuse and neglect.** If your dog spends much time outdoors, a well-insulated dog house should be provided. Inside, a crate (dog den) is recommended by most trainers.
- 4. A full measure of time spent with your dog.** Time together should include training flavored with reward, discipline/positive reinforcement, petting, grooming and exercise such as walking, playing, fetching, and just being with you.

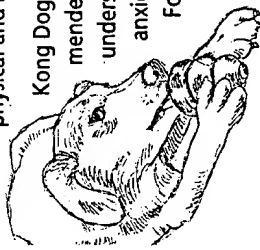
**Missing ingredients result in behavior problems.** OVER 60% OF DOGS IN SHELTERS ARE THERE AS A RESULT OF BEHAVIOR PROBLEMS.

If you are experiencing a behavior problem with your dog, DON'T DESPAIR - MOST ARE CORRECTABLE! If your dog has a clean bill of health, contact your professional trainer and/or animal behaviorist.

**PREVENTION IS ALWAYS THE BEST CURE FOR BEHAVIOR PROBLEMS!** Lack of training and physical and mental understimulation (boredom) are primary causes of misbehavior. They can be easily prevented by enrolling in an obedience class and using Kong Dog Toys for healthy physical and mental exercise.

Kong Dog Toys are widely used and recommended for therapy and prevention of understimulation, boredom, separation anxiety and other behavior problems.

Following are some simple ways Kong can be utilized to promote good behavior in your dog.



## "TAKE THIS KONG AND STUFF IT!" or PUT YOUR DOG TO WORK

Kong Dog Toys are uniquely shaped, extraordinarily durable rubber dog toys with a hollow center which can be filled with food or treats. Kong's unpredictable bounce lures most dogs into an on-going game of JAWROBICS® chase, catch and chew. Unstuffed Kongs has become a very popular and important activity because it can keep dogs contentedly busy for hours while they crunch up and lick out the food nuggets and tasty treats (reward/pay) stuffed inside.

## KONG STUFFING TECHNIQUES

Here is one example of Kong stuffing: **STEP ONE:** It is important to start with a few Kong Toys appropriately sized for the largest dog that could access them. **NOTE:** small breeds need medium Kongs for stuffing.

**STEP TWO:** Place a little morsel of freeze dried liver, peanut butter or cheese into the little hole on top.

**STEP THREE:** Fill approximately two-thirds of the cavity with food nuggets laced with some of the tasty morsels used in step two. **STEP FOUR:** Fill the last one-third with canned food or food roll mixed with food nuggets, then wedge a piece of biscuit into the end.

**STEP FIVE:** Leave a nice tidbit sticking out of the opening. The "easy pickins" will provide an IMMEDIATE PAY OFF and entice your dog to "get serious" about the job. It is important for dogs to succeed at their "work". Make it easy to remove the Kong stuffing at first. AS THEY BECOME MORE EXPERIENCED, YOU MAY WANT TO MAKE THEIR JOB MORE CHALLENGING - HERE'S HOW:

1. Pack stuffing tighter
2. Wedge biscuits inside the cavity using the inside rim of the opening to secure them.
3. **FREEZE IT!** Very Popular! Try various combinations of canned food, gravy, noodles, rice and mashed potatoes mixed with food nuggets and freeze. **KONGSICLES** are a favorite with many hot

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dogs! Put a dab of peanut butter in the small end of the Kong to plug it. Turn it upside down in a cup. Fill it full of water, chicken broth or fruit juice and freeze. **COOL DOGGIES!** Kongsicles are recommended for outdoor use.

**4. CHEESE IT!** Mix cheese pieces or cheese spread with food nuggets and MICROWAVE for approximately 90 seconds to create a crust that sticks everything together inside. **LET IT COOL TO A SAFE TEMPERATURE. NOTE -** Use a cup to contain the Kong when freezing or microwaving.

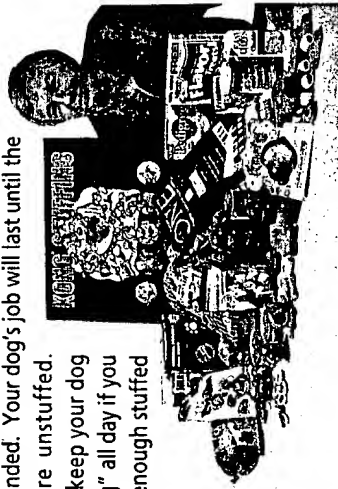
**BE CREATIVE!** Develop a variety of recipes, but be sensitive to your dog's tummy as you experiment.

**TRIXIE'S FAVORITE** Trixie, a 50 pound Aussie/Springer mix, loves turkey, chicken or marrow bites mixed with food nuggets frozen inside her Kong. She is very clean about unstuffing - some dogs are not! Every dog has a favorite recipe - finding your dog's will be fun!

## KONG HUNTING

Hide stuffed Kongs indoors and/or out. The hunt is great fun and rewarding. **IMPORTANT!** a. Provide stuffed Kongs randomly so they won't always be associated with you leaving. b. If your dog is unstuffing several Kongs per day, you should appropriately reduce the amount of bowl feeding. c. **CLEAN KONGS THOROUGHLY AFTER USE!** Dishwasher is recommended. Your dog's job will last until the Kongs are unstuffed.

You can keep your dog "working" all day if you provide enough stuffed Kongs!



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